

ORDER



Orders
Order / Rev: 198415
Alt Order #: 06841697
Product Desc: 8/16-8/29 LCV/SENATE MAJ PAC
Estimate: 1611
Flight Dates: 08/16/12 - 08/29/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/LCV Senate Majority
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	10	\$11,350.00	\$9,647.50
08/27/12	08/29/12	1	\$1,200.00	\$1,020.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$11,350.00	\$9,647.50	0.00
September 2012	1	\$1,200.00	\$1,020.00	0.00
Totals	11	\$12,550.00	\$10,667.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	6%	\$12,550.00
Market	100%	\$209,166.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	42%	\$87,850.00
WGNT	4%	\$8,366.67
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$46,016.67
WTVZ	0%	\$0.00
WVEC	26%	\$54,383.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/22/12	08/22/12	Wed Prime Other 1	CM	8-10p	--W----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
SO YOU THINK YOU CAN DANCE Start Date: 08/20/12, End Date: 08/26/12, Weekdays: --W----, Spots/Week: 1, Rate: \$2,200.00, Rating: 0.00															
E 2	WVBT	08/16/12	08/17/12		CM	Late News (after 5p)	---TF--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00

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Advertiser: POL/LCV Senate Majority
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 Estimate: 1611
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Late News (After Sports)											
				Late News (after Sports)											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---TF--		1		\$1,200.00		0.00					
E 3	WVBT	08/20/12	08/24/12	M-F 1045-11p	CM	1045-11p	MTWTF--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
				SPORTSWRAP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	MTWTF--		1		\$500.00		0.00					
E 4	WVBT	08/19/12	08/26/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	2	\$2,400.00
				Fox News @10 Sun											
				SUNDAY LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S		1		\$1,200.00		0.00					
Week:		08/20/12	08/26/12	-----S		1		\$1,200.00		0.00					
E 5	WVBT	08/20/12	08/24/12	M-F 10-1044p	CM	10-1045p	MTWTF--	:30	4	\$1,200.00	P1	0.00	NM	4	\$4,800.00
				Fox News @ 10											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	MTWTF--		4		\$1,200.00		0.00					
E 6	WVBT	08/27/12	08/29/12	M-F 10-1044p	CM	10-1045p	MTW----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	MTW----		1		\$1,200.00		0.00					
E 7	WVBT	08/20/12	08/24/12	M-F 4-5p	CM	4-5p	MTWTF--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				Steve Wilkos											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	MTWTF--		1		\$250.00		0.00					
												Totals	11	\$12,550.00	